

United Artists

Pressbook

JAMES DARREN PAMELA TIFFIN PAUL LYNDE
Surfin' High & Twistin' Wild & Feelin' Wonderful!

Here come those Ho-daddies
and Beach-dollies
in the swingin'est
young people's
picture of
the year!

FOR THOSE WHO THINK YOUNG

TECHNICOLOR®
TECHNISCOPE®

CO-STARRING
TINA LOUISE/NANCY SINATRA/BOB DENVER/CLAUDIA MARTIN/WOODY WOODBURY

INTRODUCING
TINA LOUISE/NANCY SINATRA/BOB DENVER/CLAUDIA MARTIN/WOODY WOODBURY

SCREENPLAY BY
JAMES O'HANLON & GEORGE O'HANLON AND DAN BEAUMONT

STORY BY
DAN BEAUMONT

DIRECTED BY
LESLIE H. MARTINSON

PRODUCED BY
HUGH BENSON

EXECUTIVE PRODUCER
HOWARD W. KOCH

A SCHENCK-KOCH Production RELEASED THRU UNITED ARTISTS

5 Cols. x 145 Lines—725 Lines (52 Inches)

Mat 501

The youngest, wildest ever to surf up

freshest, motion picture on the screen!

JAMES DARREN

PAMELA TIFFIN

PAUL LYNDE

FOR THOSE WHO THINK YOUNG

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RELEASED THRU
UNITED ARTISTS

TECHNICOLOR® TECHNISCOPY®

5 Cols. x 120 Lines—600 Lines (44 Inches)

Mat 502

4 Cols. x 135 Lines—540 Lines (39 Inches)

Mat 403



The youngest, freshest, wildest motion picture ever to surf up on the screen!

JAMES DARREN

PAMELA TIFFIN

PAUL LYNDE

FOR THOSE WHO THINK YOUNG

TECHNICOLOR®
TECHNISCOPE® A SCHENCK-KOCH Production Released thru UNITED ARTISTS

T H E A T R E

2 Cols. x 49 Lines—98 Lines (7 Inches)

Mat 202



Surf's up!
Here come those Ho-daddies and Beach-dollies!

JAMES DARREN

PAMELA TIFFIN

PAUL LYNDE

FOR THOSE WHO THINK YOUNG

TECHNICOLOR®
TECHNISCOPE®

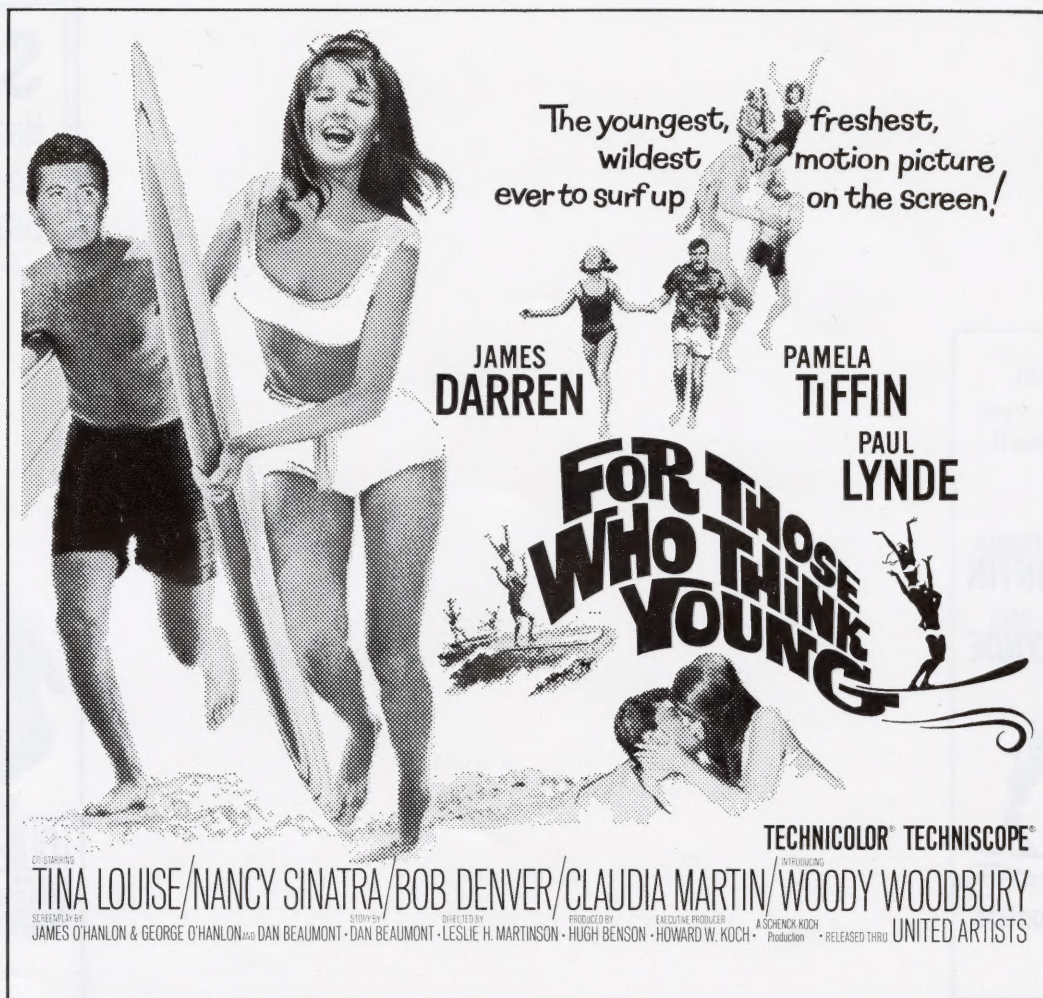
CO-STARRING TINA LOUISE / NANCY SINATRA / BOB DENVER / CLAUDIA MARTIN / INTRODUCING WOODY WOODBURY

SCREENPLAY BY JAMES O'HANLON & GEORGE O'HANLON AND DAN BEAUMONT / DAN BEAUMONT / STORY BY LESLIE H. MARTINSON / PRODUCED BY HOWARD W. KOCH / A SCHENCK-KOCH Production Released thru UNITED ARTISTS

T H E A T R E

2 Cols. x 75 Lines—150 Lines (11 Inches)

Mat 203



3 Cols. x 73 Lines—219 Lines (16 Inches)

Mat 302

Special Mat No.1

The following ads and scene cuts are included on the composite mat available at a special low price at National Screen:

ADS 101, 102, 103, 201, 202

SCENES 1B and 2C

Surf's up!

Here come those Ho-daddies
and Beach-dollies
in the swingin'est
young people's
picture of
the year!

JAMES
DARREN

PAMELA
TIFFIN
PAUL
LYNDE

FOR THOSE WHO THINK YOUNG

You have to
think young
to feel
real sprung!



CO-STARRING TINA LOUISE / NANCY SINATRA / BOB DENVER / CLAUDIA MARTIN / INTRODUCING WOODY WOODBURY
SCREENPLAY BY JAMES O'HANLON & GEORGE O'HANLON AND DAN BEAUMONT / STORY BY DAN BEAUMONT / DIRECTED BY LESLIE H. MARTINSON / PRODUCED BY HUGH BENSON
EXECUTIVE PRODUCER HOWARD W. KOCH / A SCHENCK-KOCH PRODUCTION / RELEASED THRU UNITED ARTISTS / **TECHNICOLOR® TECHNISCOPÉ®**

3 Cols. x 160 Lines—480 Lines (34 Inches)

Mat 301

THINK

how much fun you'll be missing if you don't see the youngest, freshest, wildest motion picture ever to surf up on the screen!

THINK YOUNG

and you'll feel great! And the best way is to see the new movie that'll have you surfin' high, twistin' wild and lovin' wonderful!

FOR THOSE WHO THINK YOUNG

it's the big new screen-screamer about ho-daddies and beach-dollies and all the wild fun of today's fun-loving boys and girls!



JAMES DARREN • PAMELA TIFFIN • PAUL LYNDE in "FOR THOSE WHO THINK YOUNG"
TINA LOUISE • NANCY SINATRA • BOB DENVER • CLAUDIA MARTIN • WOODY WOODBURY
Screenplay by JAMES O'HANLON & GEORGE O'HANLON and DAN BEAUMONT • Story by DAN BEAUMONT • Directed by LESLIE H. MARTINSON • Produced by HUGH BENSON • Executive Producer HOWARD W. KOCH • **TECHNICOLOR® TECHNISCOPÉ®** • A SCHENCK-KOCH PRODUCTION • Released thru UNITED ARTISTS

T H E A T R E

2 Cols. x 108 Lines

The youngest, freshest,
wildest motion picture
ever to surf up on the screen!

JAMES DARREN PAMELA TIFFIN
PAUL LYNDE

FOR THOSE WHO THINK YOUNG

TECHNICOLOR® TECHNISCOPÉ®

CO-STARRING
TINA LOUISE/NANCY SINATRA/BOB DENVER/CLAUDIA MARTIN/INTRODUCING WOODY WOODBURY

SCREENPLAY BY JAMES O'HANLON & GEORGE O'HANLON AND DAN BEAUMONT STORY BY DAN BEAUMONT DIRECTED BY LESLIE H. MARTINSON PRODUCED BY HUGH BENSON EXECUTIVE PRODUCER HOWARD W. KOCH A SCHENCK-KOCH Production RELEASED THRU UNITED ARTISTS

4 Cols. x 96 Lines—384 Lines (28 Inches)

Mat 401

Order Ad Mats From
National Screen Exchange

YOU HAVE TO
THINK YOUNG
TO FEEL
REAL SPRUNG!

FOR THOSE WHO THINK YOUNG

TECHNICOLOR® TECHNISCOPÉ®
Released thru
A SCHENCK-KOCH Production UNITED ARTISTS
T H E A T R E

1 Col. x 28 Lines (2 Inches)

YOU HAVE TO THINK YOUNG
TO FEEL REAL SPRUNG!

FOR THOSE WHO THINK YOUNG

TECHNICOLOR® TECHNISCOPÉ®
Released thru
A SCHENCK-KOCH Production UNITED ARTISTS
T H E A T R E

1 Col. x 42 Lines (3 Inches)
Mat 102

Surfin' High & Twistin'
Wild & Feelin'
Wonderful!

JAMES DARREN PAMELA TIFFIN
PAUL LYNDE

FOR THOSE WHO THINK YOUNG

TECHNICOLOR® TECHNISCOPÉ®
Released thru
A SCHENCK-KOCH Production UNITED ARTISTS
T H E A T R E

1 Col. x 70 Lines (5 Inches)
Mat 103

Surf's up!
Here come those Ho-daddies
and Beach-dollies in the swingin'est
young peoples picture of the year!

FOR THOSE WHO THINK YOUNG

TECHNICOLOR®
TECHNISCOPE®

JAMES DARREN / PAMELA TIFFIN / PAUL LYNDE

CO-STARRING
TINA LOUISE
NANCY SINATRA
BOB DENVER
CLAUDIA MARTIN

INTRODUCING
WOODY WOODBURY

Screenplay by JAMES O'HANLON
& GEORGE O'HANLON and DAN BEAUMONT
Story by DAN BEAUMONT Directed by LESLIE H. MARTINSON
Produced by HUGH BENSON Executive Producer HOWARD W. KOCH
A SCHENCK-KOCH Production Released thru UNITED ARTISTS

T H E A T R E

3 Cols. x 100 Lines—300 Lines (21 Inches)

Mat 304



ART STILL

Order By
Number From
National Screen.

Still FT-Art 1

YOU HAVE TO THINK YOUNG TO FEEL REAL SPRUNG!

JAMES DARREN · PAMELA TIFFIN
PAUL LYNDE

FOR THOSE WHO THINK YOUNG

TECHNICOLOR®
TECHNISCOPE®

A SCHENCK-KOCH Production Released thru UNITED ARTISTS

2 Cols. x 28 Lines—56 Lines (4 Inches)

FOR THOSE WHO THINK YOUNG

TECHNICOLOR®
TECHNISCOPE®

A SCHENCK-KOCH Production
Released thru UNITED ARTISTS

2 Cols. x 14 Lines—28 Lines (2 Inches)

Both on Mat 201

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Surfin' High &
Twistin' Wild &
Feelin' Wonderful!

JAMES DARREN · PAMELA TIFFIN
PAUL LYNDE

FOR THOSE WHO THINK YOUNG

TECHNICOLOR®
TECHNISCOPE®

A SCHENCK-KOCH Production
Released thru UNITED ARTISTS

T H E A T R E

1 Col. x 98 Lines (7 Inches)
Mat 104

Publicity

Material

'For Those Who Think Young' Crammed With Sparkling Fun!

(Production Story)

Youth serves and is served in "For Those Who Think Young," opening at the Theatre, through United Artists release. The teen-filled, tune-filled comedy stars James Darren and Pamela Tiffin, and co-stars Paul Lynde, Tina Louise, Bob Denver, Robert Middleton, Ellen McRae and introduces comedian Woody Woodbury. Two other co-stars of "For Those Who Think Young" have names with a familiar Ring-a-Ding . . . Nancy Sinatra and Claudia Martin. Although the girls are making their film debuts, their fathers have been around for a few years—thinking young. Their names are Frank and Dean, and they sing. Perhaps older audiences will remember them!

Filmed in Hollywood on location near Malibu Beach and at Occidental College in Los Angeles, "For Those Who Think Young" is the first United Artists release to be made in Technicolor's new wide-screen process, Techniscope.

"For Those Who Think Young" was produced by Hugh Benson, top TV executive who "discovered" many now famous young performers. Leslie Martinson, who previously directed "PT109," also directed "For Those Who Think Young." James and George O'Hanlon and Dan Beaumont wrote the screenplay from a story by Beaumont, and the film's music masters were Mack David, Jerry Livingston, and Jerry Fielding.

Although most Hollywood sets are generally "closed" to the public, producer Hugh Benson released a figure of 6,774 visitors who watched the filming of his movie. Benson declared an "open set" and VIPs in Hollywood (and other cities) sent their clients and friends there to watch the cast cavort.

Only one scene was filmed on "closed set," and that was Tina Louise's strip-tease! Staged by Robert Tucker, whose past striptease credits include Natalie Wood's disrobing in "Gypsy," the sequence was filmed with only the actors, technical crews, director, assistant director, producer, studio cops, musicians, writers, and every man who could think of an excuse to be on the "closed set." All of them apparently thought young!

The most expensive single prop used in the making of this movie was a magnificent Buick Riviera that was custom-made at a cost of over \$18,000.

Movie Debut

Producer Hugh Benson found a way to get into the movies in his own production, "For Those Who Think Young," a United Artists release opening at the Theatre in Technicolor and Techniscope. An oil portrait of him is seen over the mantelpiece of the lush living room set which is part of the home of a multimillionaire character in the movie which stars James Darren, Pamela Tiffin, Paul Lynde, Woody Woodbury, Tina Louise, Nancy Sinatra, Bob Denver and Claudia Martin.

Can't Beat The Rap

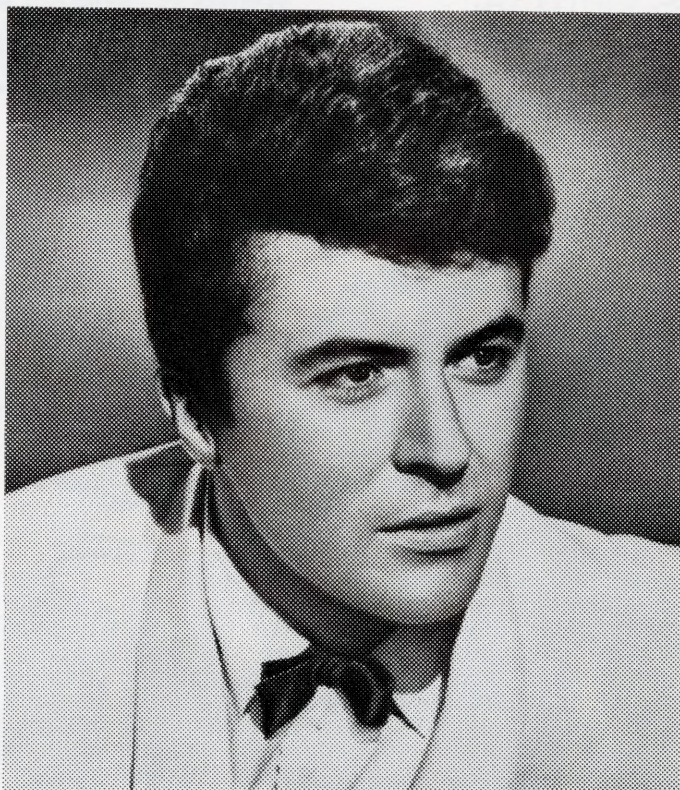
George Raft tries to escape again—this time from his imprisonment in screen gangster roles. For his cameo role in "For Those Who Think Young," opening in Technicolor and Techniscope at the Theatre, through United Artists release, Raft portrays a detective. But the raid he pulls on a nightclub is really a frame-up staged by a gangster—"dogooder" and so Raft is still not quite on the cinematic level.

Nancy Sinatra Bows In 'Think Young'

Nancy Sinatra, who makes her film debut in "For Those Who Think Young," opening at the Theatre, through United Artists release, long ago decided to develop her own talents rather than simply bask in the fame of her father, Frank Sinatra. Her extensive preparation in the arts includes 11 years of piano, 8 years of dance, 5 years of voice and singing lessons under Carlo Menotti, and 5 years of dramatic study with Betty Cashman. Add to this intensive program of study something even more vital—her natural warm charm, bright wit, razor-sharp mind and contagious vitality—and one finds that Nancy Sinatra possesses the undeniable potential of becoming a major personality in her own right.

Nancy first attracted national attention as a performer when she sang on a television special with her father and Elvis Presley. Since then she has appeared on major network television shows in both singing and dramatic parts. In addition, her refreshing personality put her in great demand by television game shows and teen-themed shows such as Dick Clark's "American Bandstand."

In 1961, Nancy became an exclusive recording artist for Reprise Records and immediately began to build an international reputation as a dynamic new recording star. Her film debut as a co-star with such proven performers as James Darren, Pamela Tiffin, Woody Woodbury, Paul Lynde, Tina Louise, Bob Denver and Robert Middleton was greeted by this telegram from her father: THIS COULD BE THE START OF SOMETHING BIG. I LOVE YOU. DAD. Those who know Nancy well share the same feeling.



Still FT-37

James Darren co-stars with Pamela Tiffin and Paul Lynde in "For Those Who Think Young," opening at the Theatre, through United Artists release. The Technicolor, Techniscope comedy co-stars Tina Louise, Nancy Sinatra, Claudia Martin, Bob Denver and introduces comedian Woody Woodbury.

Mat 2A

Sinatra & Martin Offspring Star In 'For Those Who Think Young'

Cinematic sky watchers will soon discover that there are new Sinatra and Martin stars in the Hollywood constellation that go by the names of Nancy and Claudia. The attractive daughters of Frank Sinatra and Dean Martin make their motion picture debuts in "For Those Who Think Young," opening at the Theatre, through United Artists release.

For Nancy Sinatra and Claudia Martin, the Technicolor and Techniscope film represents a big step forward in their careers. Nancy, married to Tommy Sands, has been a professional entertainer as a successful vocalist for her father's record company. Claudia, who recently married student actor Gavin Murrell, has just entered upon an acting career following lessons with a leading Hollywood acting school. The girls share top billing with stars James Darren, Pamela Tiffin, Paul Lynde, Tina Louise, Bob Denver, and comedian Woody Woodbury.

"For Those Who Think Young," filmed in Technicolor and Techniscope, was designed to appeal to the entire family with a special emphasis on surfing, music and dancing which currently mirrors the activities of a large number of Americans who "think young." The film has a college background as well as a nightclub set where comedian Woodbury introduces his famed routines.

Both Frank Sinatra and Dean Martin couldn't be happier, nor prouder, of their daughters. The fathers watched their offspring on the film set, as they spread wings to take off on their own show business careers. Sinatra, who has three children, and Martin, the father of seven, may well find themselves the patricians of show business families despite the fact that they probably think younger than anyone else in Hollywood!

Buried Beatnik

Bearded beatnik Bob Denver was buried in sand for four hours in a scene for the Technicolor, Techniscope comedy "For Those Who Think Young," opening at the Theatre, through United Artists release. Lovely Pamela Tiffin, a fan of Denver's, recalled that in all of his "Dobie Gillis" misadventures on TV nothing like this had ever happened to him. She noted Denver's unfortunate plight while shoveling the sand over him. When finished, Pamela thoughtfully placed a wet towel over his face, so he would be sure to breathe properly. Denver denied that this is the way he cultivated his beard!

Drive, Anyone?

An \$18,000 Buick Riviera, known as the Villa Riviera, was specially stylized for "For Those Who Think Young," Technicolor and Techniscope comedy opening at the Theatre, through United Artists release. The teen and tune-filled film stars James Darren, Pamela Tiffin, Paul Lynde, Tina Louise, Nancy Sinatra, Woody Woodbury, Claudia Martin and Bob Denver.

Barris Kustoms, leading car designer for the entertainment industry, fitted the auto with Congo alligator leather top, removable front half of top (to accommodate the surfboards, of course), aerodynamic-styled front end, auto-stereo and two radio telephones.

Bob Denver Plays Comic Beatnik

A new kind of beatnik invaded the American entertainment scene a few years ago with Bob Denver's portrayal of Maynard on TV's "Dobie Gillis" show. In United Artists' "For Those Who Think Young," opening at the Theatre, in Technicolor and Techniscope, Bob graduates from high school to college in his role as James Gavin's sidekick.

The film is his second since winding up the three-year hitch with "Dobie." "Take Her, She's Mine," was the first. Yes, he played a beatnik.

Bob's acting career began at Loyola University, where he became stage manager of the Del Rey Players, the college's drama club. His first on-stage role was in "The Caine Mutiny Court Martial." Then, as small parts grew larger, Bob's confidence grew with his ability. He graduated with a degree in political science, but his sights were on the stage.

Bob's first professional part was a bit role on TV, in a "Silent Service" episode. Two years later he landed the Maynard role in the "Dobie Gillis" series. Between the pilot and the time the series went into full production, Denver made his screen debut in "A Private's Affair."

Bob considers himself a character actor—doing comedy and wants to do more comedy.

Actor-Vocalist James Darren In 'For Those Who Think Young'

James Darren, one of the fastest rising young stars in motion pictures, is also one of the biggest record-artists in the disc industry and a veteran night club performer. Currently starring opposite Pamela Tiffin in "For Those Who Think Young," Darren tops a career that already numbers many big box-office hits. Among them are "Gidget Goes to Rome," "Diamond Head," "The Guns of Navarone" and "Gidget Goes Hawaiian." In Technicolor and Techniscope, the United Artists release opens at the Theatre.

Paul Lynde, Tina Louise, Bob Denver, Robert Middleton, Nancy Sinatra, Claudia Martin, Ellen McRae and comedian Woody Woodbury co-star in the teenful, tune-full comedy.

Darren was born in Philadelphia and wanted to be an actor as far back as he can remember. He had only managed two weeks of formal study with the Stella Adler group before he was "discovered" while waiting for an elevator! His father had encouraged him to become a trumpet player, but his interest in music soon turned to singing. One night Frank Polumbo, owner of the exclusive C. R. Club in Philadelphia (Jim's home town) let the boy sing for his supper. He now has a recording contract and several of his releases have hit the best seller lists—notably "Goodbye, Cruel World" and "Her Royal Majesty."

Jim cannot be idle. He plays a fast game of tennis and baseball is also a favorite sport. If he were not an actor, he says, he would probably be an automobile racing driver. He is 5'11" tall and weighs in at a muscular 170 pounds.

Some of his other motion pictures are "Rumble on the Docks," "The Brothers Rico," "Operation Mad Ball," "Gunman's Walk," "The Gene Krupa Story," "Gidget," "All The Young Men" and "Let No Man Write My Epitaph."

Three 'Heavies'

"For Those Who Think Young," opening at the Theatre, through United Artists release, reunites three of the screen's veteran "heavies," who haven't appeared together in movies since the early '30s. Jack LaRue, Allen Jenkins and Robert Armstrong, appear in the teenful, tune-full film as rich, retired corporate executives, who began their careers as prohibition era gangsters.

Leslie Martinson directed the Technicolor, Techniscope release, which co-stars James Darren, Pamela Tiffin, Paul Lynde, Woody Woodbury, Tina Louise, Nancy Sinatra, Bob Denver and Claudia Martin.

Accent on Youth In New Film Comedy

(General Advance)

It's youth's turn to star in "For Those Who Think Young," opening at the Theatre, through United Artists release. In Technicolor and Techniscope, the teen-themed, tune-filled comedy presents a starring cast made up of America's newest, liveliest, dramatic and musical talent.

James Darren stars as a millionaire college playboy who chases campus queen Pamela Tiffin until she catches him! Co-starring are Paul Lynde, Tina Louise, Bob Denver, Robert Middleton, Nancy Sinatra, Claudia Martin, Ellen McRae and comedian Woody Woodbury.

Though the accent is on youth, the film was made for full family enjoyment with the emphasis on all-around entertainment. Not only does it introduce new talent, but it also has the newest ingredients of popular interest. One of these is surfing—and there is plenty of it as the girls frolic on the beach in the newest swim suits and the boys follow the girls with the oddest thoughts.

Hugh Benson produced the movie, which was directed by Leslie Martinson at a fast pace—for those who think young!

On The Beach

For those who want an eye-ful of upcoming styles on the beaches, "For Those Who Think Young" is the film to see. Opening at the Theatre, through United Artists release, the teen and tune-filled comedy in Technicolor and Techniscope features surfing and swimming scenes in which Pamela Tiffin, Tina Louise, Nancy Sinatra, Claudia Martin and Ellen McRae model the latest in swimsuits and beach hats. James Darren, Paul Lynde, Robert Middleton and comedian Woody Woodbury are among the boys who appraise these styles, designed by Oleg Cassini. Apparently Mr. Cassini and the boys all think young!



Still FT-20

Nancy Sinatra (she's Frank's daughter) and bearded Bob Denver greet a friend in "For Those Who Think Young," opening at the Theatre, through United Artists release. James Darren, Pamela Tiffin and Paul Lynde co-star in the tune and teen-filled comedy shown in Technicolor and Techniscope.

Mat 2D



Still FT-3

"For Those Who Think Young," opening in Technicolor and Techniscope at the Theatre, through United Artists release, marks the screen debut of a new Sinatra-Martin team. Flanking star Pamela Tiffin here are co-stars Nancy Sinatra and Claudia Martin—daughters of a couple of singers named Frank and Dean!

Mat 2E



Still FT-12

In "For those Who Think Young," opening at the Theatre, through United Artists release, comedians Paul Lynde and Woody Woodbury play—comedians! James Darren and Pamela Tiffin co-star in the teen and tune-filled campus comedy shown in Technicolor and Techniscope.

Mat 2F

Woody Woodbury Says Clubs Places for Comics to Start

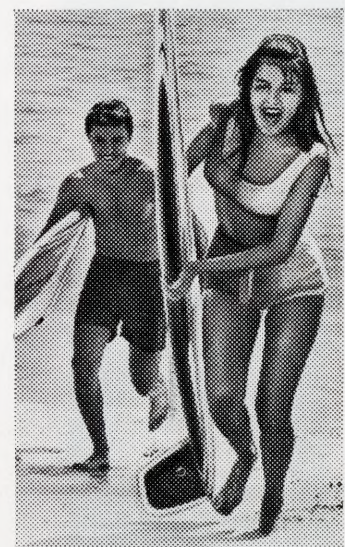
Where are tomorrow's comedians coming from? According to recording and television star Woody Woodbury, who makes his motion picture debut in "For Those Who Think Young," opening at the Theatre, through United Artists release, the principal source will be nightclubs.

By coincidence, Woodbury, who has won national fame as the host of the ABC-TV "Who Do You Trust" show, made his entrance into the entertainment world in a Jacksonville, Florida, supper club. In "For Those Who Think Young," he portrays himself as a fast-talking comic in a nightclub catering to the college and surf board set. The film, in Technicolor and Techniscope, co-stars James Darren, Pamela Tiffin, Paul Lynde, Tina Louise, Nancy Sinatra, Bob Denver and Claudia Martin.

"Comedians will be arriving steadily, as they have in the past," says Woodbury. "With vaudeville presently in a nearly extinct form, I strongly recommend nightclubs as the place to make a start. The clubs will be small and the pay low, but the experience will give an entertainer great insight into the behavior patterns of groups of people. It's a great training ground for a future in television. Remember, Red Skelton, Bob Hope and Danny Thomas are just a few of the top comedians who began with clubs."

Woody's own supper club career began in Jacksonville, continued at Miami's Clover Club where he performed for SRO audiences for a number of years and has been capped with appearances at his home base, the Chart Room at the Bahama Hotel in Ft. Lauderdale, Florida, where he had been entertaining capacity crowds for five years.

In addition, Woodbury completed a record-breaking engagement at Mister Kelly's in Chicago, was awarded two Gold Records for his comedy album series, made occasional guest appearances on TV before taking over the "Who Do You Trust" hosting duties.



Still FT-2

Mat 1B

James Darren and Pamela Tiffin spend their off-campus hours surfing in "For Those Who Think Young," opening in Technicolor and Techniscope at the Theatre, through United Artists release.

Claudia Martin Accepts Challenge To Become Actress

"For Those Who Think Young," filmed in Technicolor and Techniscope and opening at the Theatre, through United Artists release, marks the acting debut of Claudia Martin, a vibrant 5'6" brunette beauty. Daughter of Dean Martin, she had no desire to become an actress until a year ago, when Hollywood columnist Hedda Hopper suggested Claudia could become a star in her own right—if she were just willing to buckle down and work toward that end.

The inference that she was a spoiled child infuriated Claudia. A week later she enrolled in an acting class and dedicated herself to becoming an actress.

Dean, who had never tried to influence Claudia's choice of a career, took great pride as he followed her progress. He called her talents to the attention of Howard W. Koch and Hugh Benson, executive producer and producer respectively, of "For Those Who Think Young." Both felt she was ideal to play the role of Sue Lewis, a sorority girl with eyes for the film's leading man, James Darren. Especially since Nancy Sinatra, daughter of Frank Sinatra, had been cast as Karen Cross, with whom Sue is in constant competition. Thus a second-generation Sinatra-Martin team was formed.

Claudia confesses she has a "loner personality," preferring small, intimate groups at home to large social gatherings. Among her favorite pastimes are swimming and tennis, poker and gin ("Remember I had a great tutor—my dad").

On July 25, 1963, Miss Martin took her family, friends and the Hollywood press corps by surprise when she married Gavin Murrell, whom she had met in acting class. The young couple live in a modest apartment in Los Angeles.



Still FT-45

Mat 1A

Pretty Claudia Martin (she's Dean's daughter) makes her screen debut in "For Those Who Think Young," opening at the Theatre, through United Artists release. It was filmed in Technicolor and Techniscope.

Two Cameos

Trench coats and fedoras are "out" for movie detectives; natural shoulders and short-cropped hair are "in." And two surprise "cameo" roles in "For Those Who Think Young" prove it. Opening at the Theatre, through United Artists release in Technicolor and Techniscope, the comedy casts George Raft as a movie-traditional plainclothes cop — and the clothes are strictly squaresville. But TV's Roger Smith portrays the new image in cinematic cops, sans hat or coat of any kind. They play detectives who lead a squad of uniformed policemen (same old uniforms) in a fake nightclub raid. It's all part of the fun in this tune and teen-filled comedy starring James Darren, Pamela Tiffin, Paul Lynde, Tina Louise, Nancy Sinatra, Woody Woodbury, Bob Denver and Claudia Martin.

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Bright New Comic Paul Lynde Stars In 'Think Young'

Long regarded as one of the brightest talents in the comedy field, Paul Lynde's latest characterization is in "For Those Who Think Young," opening at the Theatre, through United Artists release. The Technicolor and Techniscope comedy stars James Darren and Pamela Tiffin.

Lynde's comic genius emerged into stardom when he was signed to play the frustrated and bewildered father in "Bye, Bye, Birdie" on Broadway. His outrageously funny interpretation won him wild guffaws from the audiences and enthusiastic praise from the critics — a repeat performance of the role in the film version of the film and a starring role in "For Those Who Think Young."

Paul started collecting laughs and praise with a sketch he wrote and performed in "New Faces of 1952"—both the play and the film. He also wrote and directed "New Faces of 1956" and in between faces he played leading roles in "Visit to a Small Planet," "Irene," and "Panama Hattie." As a night club performer he was hailed as a "... subtle and vigorous comic ... a past master of his art — who always wins the loudest laughs of the evening."

He was a frequent guest of TV showmen Ed Sullivan, Steve Allen, George Gobel, Jack Paar and Garry Moore and appeared as a regular with Red Buttons and Perry Como.

Comfortable Commuting

James Darren, who stars in "For Those Who Think Young," opening at the Theatre, through United Artists release, is the first actor in the history of Hollywood to report to the studio in an ambulance! For two weeks Darren chose this bizarre transportation to commute between filming the comedy during the day in Hollywood and head-lining in Las Vegas at night. By returning directly to the studio in Hollywood in the ambulance after each night in Las Vegas, Darren was able to get at least two or more hours of sleep than he would have if he had returned by air. In addition to sleeping during the time he would have spent going to Las Vegas airport and from the Los Angeles airport to his home, he was able to sleep in the ambulance from its arrival at the studio until his studio call time!

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Tina Louise Does A 'Method' Strip

You'll like the method of "method actress" Tina Louise. The luscious redhead does a *Method* striptease in "For Those Who Think Young," opening at the Theatre, in Technicolor and Techniscope, through United Artists release.

Miss Louise admits it sounds incongruous to study Method acting for a year, then play a stripper in a comedy. That's because everyone associates The Method with serious drama. Not so, says tempestuous Tina, who shares top billing with James Darren, Pamela Tiffin, Paul Lynde, Nancy Sinatra, Woody Woodbury, Bob Denver and Claudia Martin.

"I didn't have much trouble convincing myself I was a strip-tease artist," smiles the actress who set Broadway on fire as Passionata von Climax in "Li'l Abner." — "But I can assure you the year at the Actors Studio certainly came in handy when I tried to think of myself as a mathematical genius!"

In the teen and tune-filled comedy Miss Louise portrays a tutor of higher mathematics—as well as of basic body English!



Still FT-38

Mat 2C

Lovely Pamela Tiffin co-stars with James Darren in "For Those Who Think Young," opening in Technicolor and Techniscope at the Theatre, through United Artists release. Paul Lynde co-stars in the tune and teen-filled comedy about the swingin'est young people's picture of the year.

Pamela Tiffin Plays Coed In 'For Those Who Think Young'

Pamela Tiffin has become Hollywood's wonder-girl since making her motion picture debut in "Summer and Smoke" just two and a half years ago. After a brief "retirement" to get married (the honeymoon lasted a year) she has just completed her fifth film, "For Those Who Think Young," opening at the Theatre, through United Artists release. In the Technicolor and Techniscope comedy, she plays James Darren's college heart-throb—a role combining the refreshing beauty, comedic flair and sensitive portrayal that have characterized her and catapulted Pamela into stardom.

She was born in Oklahoma City, but her parents moved to Illinois when she was only six months old. From babyhood, Pamela's striking beauty attracted attention. It was a neighbor who suggested that she would be an ideal model for children's clothes, but it wasn't until she was eleven that her parents permitted her to follow this idea. All through high-school she modeled. Following graduation Pamela came to New York, where she soon rose to the top of her profession and caught the fancy of famous photographers and agencies. Her great moment of glory was when she was sent for by Vogue.

On a holiday in Hollywood, Pamela was seen by Hal Wallis who suggested a screen test. Soon after she was signed for the role of Nellie in the film version of "Summer and Smoke." In a whirlwind of increasing fame she went on to make "One, Two, Three," "State Fair," "Come Fly With Me" and "Boeing, Boeing."

"I'll bet you always knew someday you'd be a Hollywood star," a reporter recently suggested to her. "No," she replied candidly, "I always wanted to be a ballet dancer and studied for eight years. So now I compromise. I act on my toes!"



Still FT-42

Mat 2B

Beautiful Tina Louise co-stars in "For Those Who Think Young," opening at the Theatre, through United Artists release. She plays a strip-tease artist, in the Technicolor and Techniscope comedy starring James Darren, Pamela Tiffin and Paul Lynde.

Exploitation

Campaign

'FOR THOSE WHO THINK YOUNG' OFFERS TREMENDOUS NATION-WIDE MERCHANDISE TIE-UPS!

Pepsi-Cola to Start Bandwagon With Big, Big, Big Promotion!

Pepsi-Cola, whose advertising slogan is the title of the picture, is cooperating with United Artists in a gigantic merchandising campaign set to spread the word about your attraction in several media.

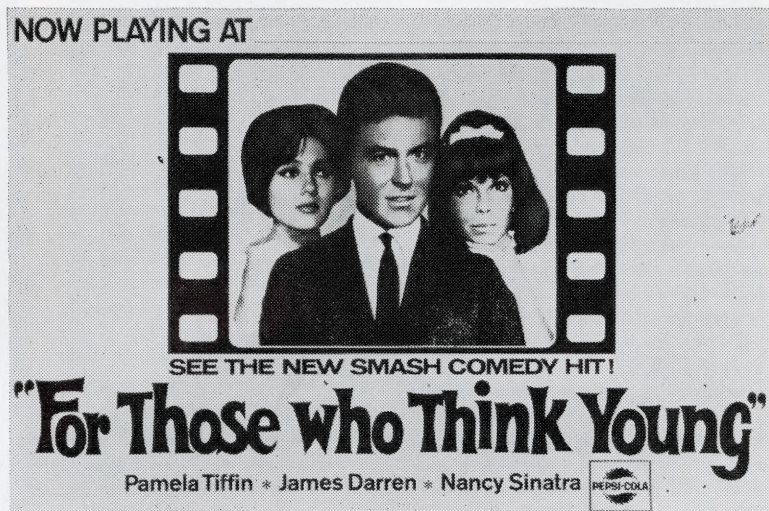
Here's what has been prepared for national distribution to all Pepsi-Cola outlets:

1. Truck posters.
2. Window cards, with star stills.
3. Bottle neck "ringers" for every six-pak.

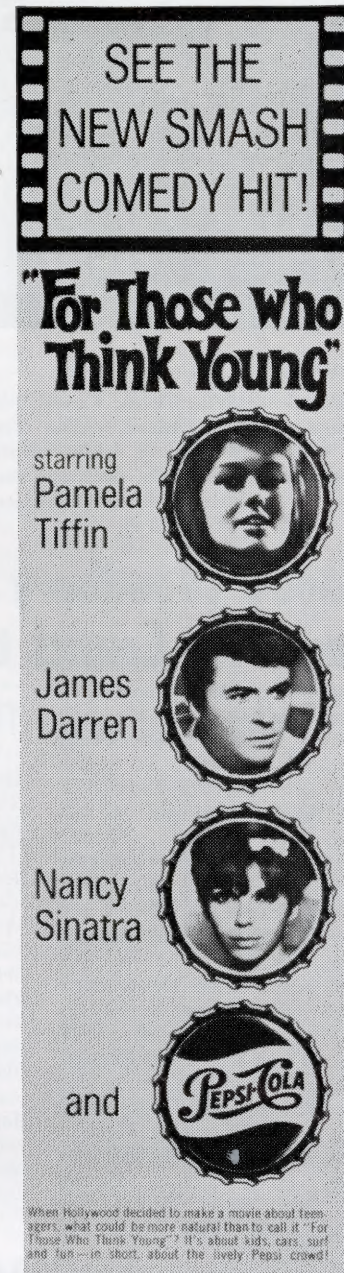
United Artists will supply your local Pepsi distributor (bottler) with *your* playdate. It's up to you to contact him and work out the promotion in your area. Be sure the widest possible use is made of the tie-in accessories, and offer additional material, such as stills and poster paper. Encourage distributors to make this popular refreshment available at dance-parties, record shops and other functions you tie-in with. If you sell Pepsi in your theatre, by all means use the refreshment counter to advertise your coming attraction far, far in advance in your lobby.

(Popular comedian Woody Woodbury, who co-stars in the film, has a gag-still (FT-41) which can be used for Pepsi-Cola tie-ups).

REMEMBER: "For Those Who Think Young" is a registered slogan of the Pepsi-Cola Company as well as the title of your attraction. When merchandising products other than Pepsi-Cola, use the movie title, not the slogan. For example, you may say "As featured in 'FOR THOSE WHO THINK YOUNG' but not "Blank's Bread is FOR THOSE WHO THINK YOUNG." Note how the additional tie-ins described below were set and how they work-in the title without infringing on the Pepsi-Cola copyright.



Shown here are
Truck Poster
(above);
6-Pak Wrapper
(right) and
Window Card
(extreme right).
Available at local
Pepsi-Cola
dealers.



FOOD FAIR MARKETS

All the stores in the large Food Fair chain have been serviced by their home office with full page ad mats. These ads will run in conjunction with playdates in the stores' areas and feature head shots of stars James Darren, Claudia Martin and Nancy Sinatra.

Remember that Pepsi-Cola is sold at all Food Fair stores, and the "For Those Who Think Young" slogan can be used to tie in this product. This gives you big, big title-tie-in opportunities in windows as well as at in-store locations.

Peter Pan Swim Suits

This promotion can get you department store windows and co-op advertising. Here's the angle: The girls' swim suits worn in "For Those Who Think Young" were designed by Oleg Cassini and are available from Peter Pan outlets all across the country. Peter Pan salesmen have all received a comprehensive field kit from their home office, including: a list of local accounts, a list of United Artists' field men, a list of release dates (with your playdate), a publicity story, ready for planting on the fashion-pages, which includes descriptions of several suits and is accompanied by photos of star Pamela Tiffin wearing them as she appears in the film.

Follow through promptly and thoroughly, getting the most out of this excellent opportunity for window and point of sale displays as well as contests, giveaways and local promotions involving pretty girls in bathing suits.

Coppertone Sun Lotion

In this scene, comedian Woody Woodbury applies Coppertone suntan lotion to beautiful Ellen McRae during a beach party. Although no national tie-up had been set as we went to press, you can get window or counter space locally with still FT-21, available in your exchange set.



FT-21



This full page, four color ad, featuring Tina Louise (and credits for the film) appears nationally. Peter Pan outlets are being urged to set local advertising as well and it's up to you to work with the Peter Pan salesmen to set such ads.

WEMBLEY TIES

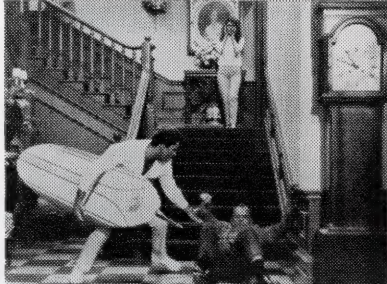


A series of five full page, four color ads, runs nationally in magazines and Sunday Supplements, including Vogue, Playboy, The New York Times Magazine Section . . . and many others. They feature star James Darren, wearing Wembley ties, with full film credits. Wembley salesmen are now carrying stills from the movie showing Pamela Tiffin and Darren in front of a store window featuring a Wembley display. Contact your local Wembley dealer and set local displays, ads and promotions in connection with these ties!

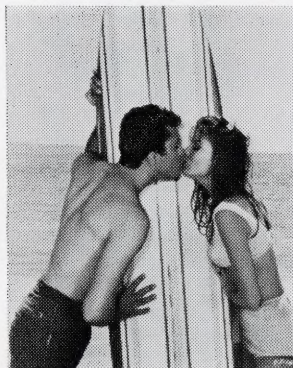
Water Sports, Beach Parties



FT-1



FT-16



FT-14

"Surfing" is the newest and most popular outdoor sport in America . . . wherever there is surf. If you're near a beach, tie in with a local sports store for displays of surf-boards and other aquatic equipment in both the store windows and your lobby.

Use stills FT-1, 14, 16, 22 or 36 for surf-board tie-ins.

If there is a surfing club, arrange for a water-meet. Or you can set a demonstration by the local surfing champ.

TRAILER

This teenful, tuneful trailer will have your audiences thinking young and thinking of coming back for the fun. It moves fast and offers glimpses of the colorful capers of a college crowd whose classrooms are on the beach and in a night-club! The accent is on youth and fun. Order this bright and bouncy trailer well in advance of your playdate and let everyone know that the swingin'est young people's picture of the year is coming HERE!

Order from: National Screen Service.

Bathing Beauty Contest

No one has ever gone wrong with a bathing beauty contest, and it's a must for this picture. Set the contest at a local amusement park or beach—or in a department store where Peter Pan Swim Suits are sold. Ask the Peter Pan distributor to make suits available as prizes, and promote other awards from the store. Give this contest all the usual play: releases announcing a "For Those Who Think Young" beauty contest, inviting contestants to submit photos to theatre, or wherever the contest is to be held.

Post an announcement A-board out front of your theatre at least two weeks in advance of the contest date. Follow up with tip sheets to all media on the day of the contest. Invite someone prominent to judge it.

Winner can be a Pamela Tiffin look-alike, a Miss Surf Board or a Miss Amusement Park. Post her picture on your contest board and send it to all the papers.

SATIN ACCESSORIES



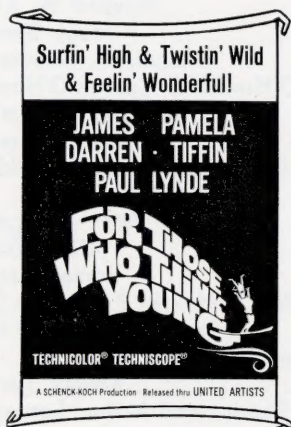
3-Piece Streamer

15 feet strung together, in color
Complete Streamer\$16.50



De Luxe Sectional Valance

Any length (minimum order 10 feet)
Running foot\$1.65

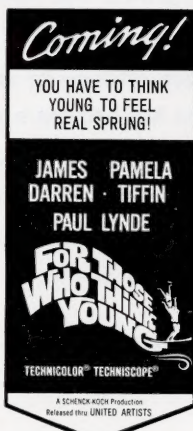


9 x 12 Flag

Single Faced
\$60.00

Double Faced
\$110.00

ORDER all this material from your local NATIONAL SCREEN SERVICE EXCHANGE. All items are manufactured by NATIONAL FLAG & DISPLAY CO., 43 West 21st Street, New York. In Canada, place orders with THEATRE POSTER SERVICE, 227 Victoria St., Toronto.



Ushers' Badge

Each 40¢

Sony Micro TV Sets

Ads for Sony's latest Transistor TV model are currently running in papers across the country, using stills from the movie.

These 200 to 500 line ads (illustrated at right) give full credit to the stars and the picture—and need only your playdate to localize them. Contact your local SONY dealer. He has been notified of the tie-in and of a national SONY contest involving premium giveaways and prizes including a trip to Japan. Tie in with a franchised dealer in your area by adding to his list of prizes with guest tickets to see "For Those Who Think Young." Supply him with material for window and point of sale displays and offer to display one of his TV sets in your lobby.

SONY MICRO-TV FESTIVAL

Come in and help us celebrate the fabulous SONY Micro-TV Festival. Register with us, and you may win a free one-week all-expense jet vacation in fascinating Japan plus other prizes...Micro-TV sets, table model and pocketable radios. But whether you win or not, you'll get a handsome Sheaffer pen and pencil set and a tie clip and cuff link set or brooch when you buy the transistor Television of Tomorrow, SONY Micro-TV. This truly portable set operates nearly everywhere, on its own batteries, auto, boat power and AC. Come in and be convinced.

BUY A SONY MICRO-TV... GET A VALUABLE GIFT FREE

STORE NAME

RADIO/TV MATERIAL

FREE TV Spots Colorful, teen-themed television announcements are available on 16mm ready-to-run film. Sixty, twenty and ten second time lengths, with run-out footage for local voice over tag.

FREE Radio Spots A complete set of radio announcements in varying time lengths is available on one long playing record. Free while the supply lasts.

FREE Open End Interviews Your local radio personalities can "interview" Pamela Tiffin, James Darren, Bob Denver and Claudia Martin. All four interviews are available on one 12" long playing record.

3 Television Featurettes — FREE

Here's an "extra" your TV program directors will welcome. Each of these three featurettes have a different angle.

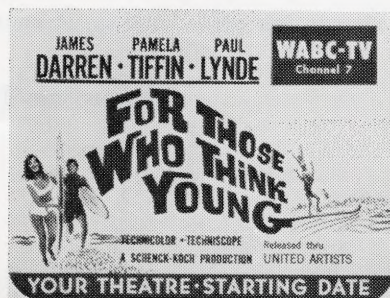
- 1. Two minutes:** A fashion feature, spotlighting the swim-suits created by noted fashion designer Oleg Cassini. Beach scenes show Pamela Tiffin and other girls to the very best advantage. (Note that this featurette can help you with your Peter Pan tie-in.)
- 2. Five minutes:** A location feature, highlighting the popular sport of "surfing" which is the newest fad in the country. Accent is on fun-in-the-sun, with much activity on the waves by healthy, attractive young boys and girls.
- 3. Five minutes:** Frank Sinatra's daughter and Dean Martin's daughter both make their acting debuts in "For Those Who Think Young" and this featurette concerns itself with the famous parents and their offspring. The audience for this one is built-in with the names, and the stations know it.

Order all above material from: Exploitation Department, United Artists Corp., 729 Seventh Avenue, New York 20, New York

On The Air Plays

Both James Darren and Nancy Sinatra are popular recording artists, and broadcasters in your area have their records now. When you buy time on local stations, be sure to ask the program director or DJ to spin these discs, giving you extra mentions. (Darren records on the Colpix label; Sinatra is on Reprise.)

Paul Lynde and Woody Woodbury each have comedy albums out, and these too are good for plays and plugs.



TELOP AND SLIDE

Both of the announcements illustrated are available in both styles and will be made up on either a glass slide or a "Telop" print. Check with TV station for form preferred before ordering.

Style "A" is for use of regular 20 second announcement.

Style "B" is to be used for station break announcement.

Call letters will be included at no extra charge.

PRICES

\$5.00 without theatre imprint

\$7.50 with theatre imprint

\$2.00 for each additional slide or telop

Note: Theatre copy added locally can only be done on the Telop print.

Order from: QQ TITLE CARD CO.
247 West 46th Street, New York 36, N. Y.

Posters and

Accessories



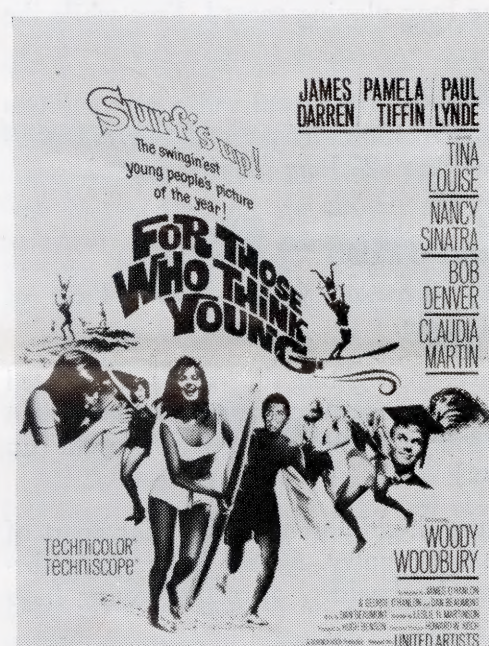
1-SHEET



3-SHEET



6-SHEET



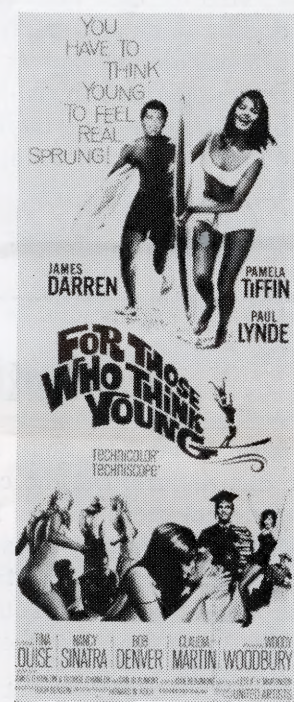
WINDOW CARD



22 x 28 LOBBY CARD

ORDER ALL ACCESSORIES FROM
NATIONAL SCREEN EXCHANGE

ALSO AVAILABLE:
Set of Eight
11 x 14
Lobby Cards



14 x 36 INSERT CARD

Official Billing

James Darren	Pamela Tiffin	75%
Paul Lynde		75%
in		
"FOR THOSE WHO THINK YOUNG"		100%
*co-starring		
Tina Louise		75%
Nancy Sinatra		75%
Bob Denver		75%
Claudia Martin		75%
Introducing		
Woody Woodbury		75%
Screenplay by		
James O'Hanlon & George O'Hanlon		25%
and Dan Beaumont		
Story by Dan Beaumont		25%
Directed by Leslie H. Martinson		25%
Produced by Hugh Benson		25%
Executive Producer Howard W. Koch		25%
TECHNICOLOR® — TECHNISCOPÉ®		50%
A Schenck-Koch Production		15%
Released thru United Artists		35%

The Story

(Not for Publication)

Oceancrest College is not only a seat of learning, but a source of fun and romance as well. The 'hip' student body spends its leisure time in the swing of modern music and on the swell of nearby waves in the modern sport of surfing. Millionaire playboy "Ding" Pruitt (James Darren) crashes a girls' dorm to date Sandy Palmer (Pamela Tiffin) and runs afoul of her guardian, Woody Woodbury (Himself) when they enter the night club where he and partner Sid Hoyt (Paul Lynde) are performing between acts of stripper Topaz McQueen (Tina Louise). Both Woody and the playboy's wealthy grandfather (Robert Middleton) try to separate him from the girl.

Sociology professor Dr. Pauline Thayer (Ellen McRae) tries to have the club declared off-limits, but finds it a healthy, clean place refusing to serve minors. During her investigation, she falls in love with Woody, who has become a partner in the club.

The grandfather, with some cronies, finds a way to "plant" evidence in the club to close it. However, at the eleventh hour, he is unmasked as a former hood of the prohibition era and sentiment ends up with Woody. The club is saved. Woody and Dr. Thayer pair off — and so, of course, do Ding and Sandy.

(Running Time: 96 Minutes)

The Cast

Gardner "Ding" Pruitt, III	James Darren
Sandy Palmer	Pamela Tiffin
Woody Woodbury	Himself
Sid Hoyt	Paul Lynde
Topaz McQueen	Tina Louise
Karen Cross	Nancy Sinatra
Kelp	Bob Denver
Sue Lewis	Claudia Martin
Edgar J. Cronin	Robert Middleton
Dr. Pauline Thayer	Ellen McRae
Mr. Cronin's Business Associates	Jack LaRue, Allen Jenkins and Robert Armstrong
Detectives	George Raft and Roger Smith
Beautiful Beach Girl	Amedee Chabot

Production Staff

Executive Producer	Howard W. Koch
Produced by	Hugh Benson
Directed by	Leslie H. Martinson
Screenplay by	James O'Hanlon & George O'Hanlon and Dan Beaumont
Story by	Dan Beaumont
Music Composed and Conducted by	Jerry Fielding
Song "For Those Who Think Young"	
Music by	Jerry Livingston
Lyrics by	Mack David
Sung by	James Darren
Director of Photography	Harold E. Stine, A.S.C.
Edited by	Frank P. Keller, A.C.E.
Musical Numbers Choreographed	
and staged by	Robert Tucker
Art Directors	Hal Pereira and Arthur Lonergan
Set Directors	Sam Comer and James Payne
TECHNICOLOR® — TECHNISCOPÉ®	
A Schenck-Koch Production	
Released thru United Artists	

*Co-stars' names not necessarily on the same line.

**Scanned from the collections of the
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with support from Matthew and Natalie Bernstein.**

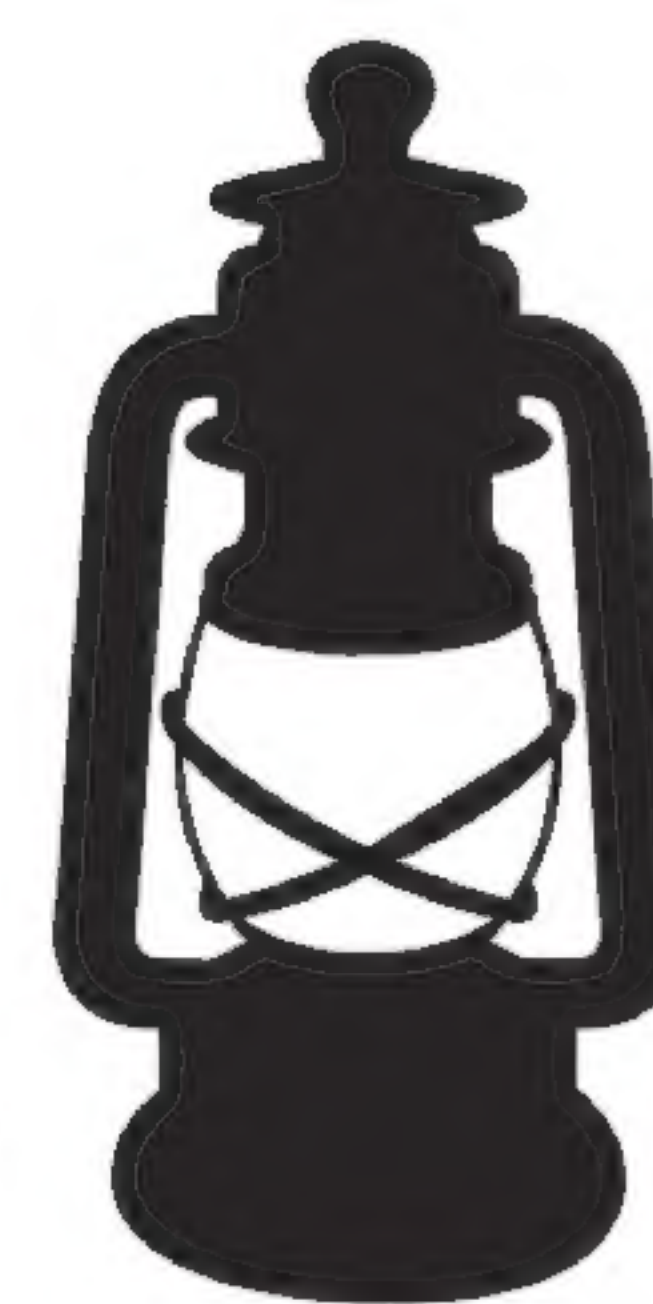


Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

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DIGITAL LIBRARY



www.mediahistoryproject.org